

FIRST COAST NEWS



A GANNETT COMPANY

Primary AE:	Jim Quinn
Sales Office:	T-PHI
Sales Region:	NAT

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	52	\$86,600.00	\$73,610.00	0.00
Totals	52	\$86,600.00	\$73,610.00	0.00

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	30%	\$86,600.00
Market	100%	\$288,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	5%	\$14,433.33
WCWJ	0%	\$0.00
WJXT	30%	\$86,600.00
WJXX	8%	\$23,093.33
WTEV	27%	\$77,940.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTLV	08/08/12	08/10/12	Today Show M-F 7-9am	CM	7a-9a --WTF--	:30	6	\$950.00	P-1	0.00	NM	6	\$5,700.00
2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--				6	\$950.00		0.00			
2	WTLV	08/08/12	08/10/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p --WTF--	:30	5	\$650.00	P-1	0.00	NM	5	\$3,250.00
2X MAX/DAY:W & TH														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--				5	\$650.00		0.00			
3	WTLV	08/08/12	08/10/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p --WTF--	:30	6	\$1,200.00	P-1	0.00	NM	6	\$7,200.00
2X MAX/DAY														

Order / Rev:	704133
Alt Order #:	6261091
Flight Dates:	08/08/12 - 08/14/12

Advertiser:	Americans For Prosperity
Product Desc:	AMERICANS FOR PROS
Estimate:	1856

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WTLV	08/08/12	08/10/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p --WTF--	:30	6	\$1,200.00	P-1	0.00	NM	6	\$7,200.00
2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	--WTF--		6		\$1,200.00		0.00				
4	WTLV	08/08/12	08/11/12	Olympics Zone Olympics Zone	CM	Olympics Zone --WTFS-	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	--WTFS-		4		\$1,500.00		0.00				
5	WTLV	08/08/12	08/10/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime--W-F--	:30	4	\$7,000.00	P-1	0.00	NM	4	\$28,000.00
2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	--W-F--		4		\$7,000.00		0.00				
6	WTLV	08/09/12	08/11/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime---T-S-	:30	2	\$7,000.00	P-1	0.00	NM	2	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	---T-S-		2		\$7,000.00		0.00				
7	WTLV	08/08/12	08/11/12	Olympic Late News Olympic Late News	CM	Various --WTFS-	:30	4	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	--WTFS-		4		\$1,200.00		0.00				
8	WTLV	08/11/12	08/12/12	Sa-Su 6-630p Sa-Su 6-6:30pm	CM	Sat-Sun 6p-6:30p -----SS	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----SS		2		\$300.00		0.00				
9	WTLV	08/12/12	08/12/12	Olympics Cntdwn to Clo Olympics Countdown	CM	7-8p -----S	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S		1		\$7,000.00		0.00				
10	WTLV	08/13/12	08/14/12	Today Show II M-F 9-10am	CM	9a-10a MT-----	:30	4	\$300.00	P-3	0.00	NM	4	\$1,200.00
2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----		4		\$300.00		0.00				
11	WTLV	08/13/12	08/14/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p MT-----	:30	2	\$225.00	P-1	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----		2		\$225.00		0.00				
12	WTLV	08/13/12	08/14/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p MT-----	:30	4	\$650.00	P-1	0.00	NM	4	\$2,600.00
2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----		4		\$650.00		0.00				
13	WTLV	08/13/12	08/14/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p MT-----	:30	4	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----		4		\$1,200.00		0.00				
14	WTLV	08/13/12	08/14/12	Tonight Show Tonight Show	CM	1135p-1237a MT-----	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----		4		\$250.00		0.00				
Totals												52	\$86,600.00	

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WTLV	Date: 8/6/12
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I, Lauren A. Schumacher
do hereby request station time concerning the following issue:

Americans for Prosperity

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
VARIES					

8/18 - 8/14

Total Charges: \$ 86,600 GROSS

This broadcast time will be used by: Americans for Prosperity

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Americans for Prosperity

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

1/17/2012
Date

John Flynn
Signature

703-224-3200
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title